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# PEO CS&CSS Branding/Style Guide

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01-Oct-11



# Introduction

- It remains critical that the American public, DoD leadership, Congress and the media aware of our vast portfolio and the key role we play in supporting our Joint Warfighter.
- Standardization and consistency in communication materials will help establish a solid foundation and image of the PEO CS&CSS throughout the Army as well as the Joint Services and our Industry and International partners.
- The creation, maintenance and consistent display of a strong PEO CS&CSS brand will serve as the framework for representing the PEO CS&CSS to multiple audiences and within public venues.
- The PEO CS&CSS Branding & Style Guide offers guidance and provides standardized templates for use in all communication mediums.
- The PEO CS&CSS Branding & Style Guide should be followed and referenced when developing all internal & external communication materials and should be used in conjunction with the PEO CS&CSS Strategic Communications & Media Relations Plan & Policy.





# “PEO CS&CSS”

- The acronym “PEO CS&CSS” MUST always be represented with the ampersand between the “CS” and “CSS” WITHOUT spaces.
  - Do not use the word “and” or a dash “-” or slash “/” or any other separator when using the PEO CS&CSS acronym.

✓ PEO CS&CSS

X PEO CS &  
CSS

X PEO CS and  
CSS

X PEO CS-CSS

X PEO CS/CSS





# The PEO CS&CSS Logo

- PEO CS&CSS is represented by a seal logo.
- The PEO CS&CSS tagline is incorporated within the logos and ties together the mission and vision of the PEO CS&CSS .







# The PEO CS&CSS Logo Options

- PEO CS&CSS logo text is a floating text and can be used with “black” text on light backgrounds (1) and “white” text on darker backgrounds (2)

(1)





# PEO CS&CSS Logo – Symbolism





# PEO CS&CSS Logo – Incorrect Applications

The PEO CS&CSS logo will not be altered, disproportionate, or shown in any other color outside the core color palette



DO NOT: Stretch or Compress Logo **X**



DO NOT: Change Color of Logo **X**



DO NOT: Rotate Logo **X**



DO NOT: Add Effects to Logo **X**



DO NOT: Washout Logo **X**



DO NOT: Make Logo Transparent **X**

# PEO CS&CSS Core Color Palette

- **All internal and external PEO CS&CSS communications must utilize the PEO CS&CSS Core Color Palette:**



Pantone 116  
C:0 M:16 Y:100 K:0  
R:255 G:210 B:0  
Web: FFD200



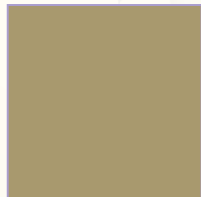
Pantone 187  
C:0 M:100 Y:79 K:20  
R:196 G:18 B:48  
Web: C41230



Pantone 2655  
C:54 M:49 Y:0 K:0  
R:126 G:129 B:190  
Web: 7E81BE



Pantone 1817  
C:0 M:90 Y:100 K:66  
R:111 G:18 B:0  
Web: 6F1200



Pantone 873  
C:30 M:30 Y:60 K:10  
R:168 G:153 B:110  
Web: A8996E



Pantone Hexachrome  
Black  
C:1 M:1 Y:1 K:100  
R:34 G:30 B:31  
Web: 221E1F





# Typography

- Fonts used in briefing charts, slide presentations, organizational correspondence, and external communication materials must be limited to the PEO CS&CSS standard font families.

Eras
Eras Medium
Eras Demi
Eras Bold

Garamond No 2 Medium
Garamond
<b>Garamond Bold</b>

- Standard and consistent font usage will complement the visual style of the PEO CS&CSS brand while enhancing brand identity.
  - The following fonts should be used as indicted:

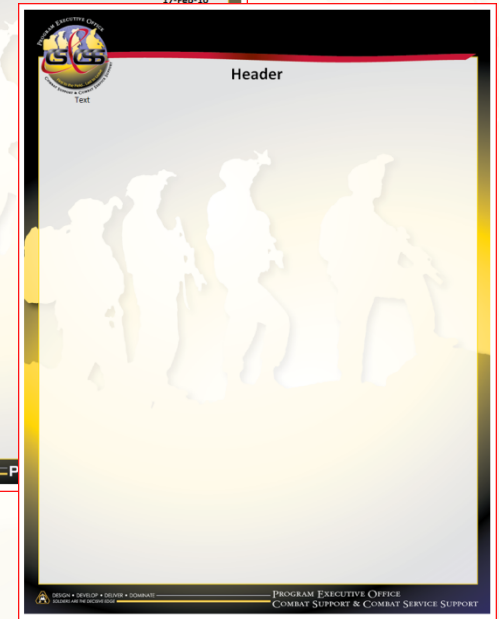
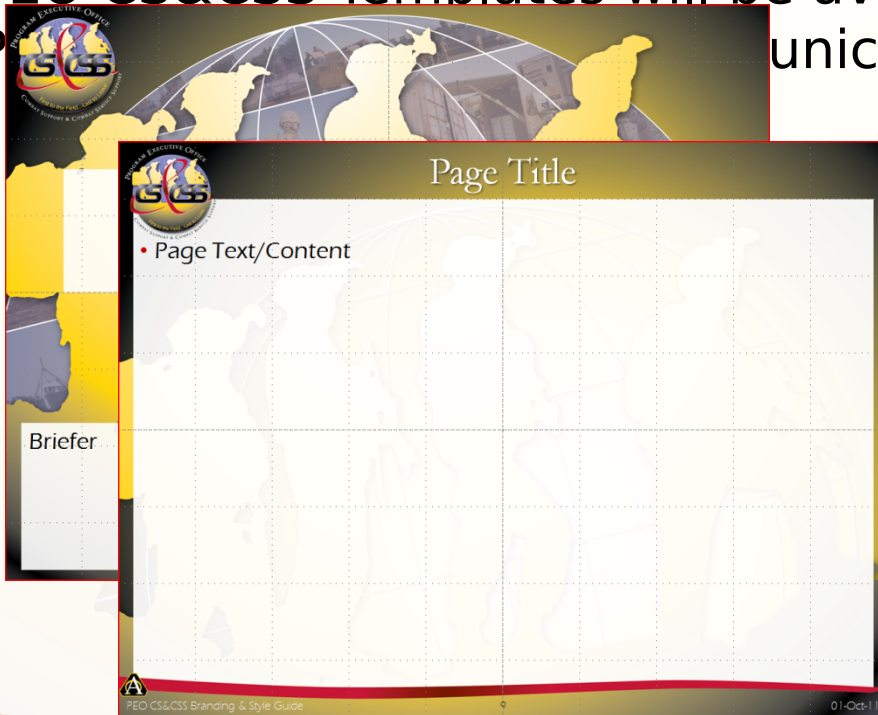
Garamond No 2 Medium or <b>Garamond Bold</b>	<b>Main Publication &amp; Presentation Title</b>
Eras family of fonts	Publication Slide Title & Body Text





# Templates

- PEO CS&CSS templates must be used for all internal and external briefings, presentations, poster, media advisory, one-pagers, web pages, etc.
- The PEO CS&CSS templates contains FIXED and EDITABLE components.
- PEO CS&CSS Templates will be available from the PEO CS&CSS Communication Center





# Project & Product Manager Materials

- Project and Product Manager Offices MUST incorporate the PEO CS&CSS logo into their individual templates for all electronic and printed materials.
  - Logo should be equal to or no less than 50% in size relevant to any other subordinate logos
  - All other PEO CS&CSS logo guidance MUST be maintained
    - *See Chart 5 in Branding & Style Guide*
- All Product Manager level templates, electronic and printed material MUST incorporate their respective Project Manager logo, in addition to the PEO CS&CSS logo.





# How to Find Branding Templates

- Branding templates will be provided to all PEO CS&CSS Strategic Communications office as needed and upon request.
- For more information about the PEO CS&CSS Branding & Style Guide, please contact:

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